

- Drinks/toilets
- Introductions
- Background to study – why they in particular invited – views and opinions
- Not trying to convince/no right or wrong answers
- My role – their discussion group. Don't have to answer anything, anonymous and confidential
- Will last about an hour. We are audio-recording
- Does anyone have any questions?

1) Does anyone remember receiving the invite letter/any of the letters? Did anyone not receive the letter? What did you first think about the letter(s) and information that was sent to you?

- Previous research finds that a considerable number of non-responders do not get as far as reading the test instructions, or put the letter to one side and forget it. A number of studies also find that people claim not to have received the invite letter at all. How do participants describe receiving the letter and the consideration they gave it? Why has it made so little impact on these participants? Was there any further info you wanted?

2) Would anyone share why they didn't take part in bowel cancer screening? Would anything have made you decide to do the screening/change your mind.

Previous research has found the following barriers to be consistently identified:

- **Not felt to be relevant/Misconceptions:** probe on what do they believe about bowel cancer risk/what do they know about bowel cancer or bowel cancer screening that underlies their decision not to take part?
- **Forgetting/losing letter/too busy/disinterest:** probe on what their immediate reaction to the letter was and to the further letters sent. How much of an impact do these letters make and how do they account for their lack of interest?
- **Frightened/fearful:** probe on what was frightening? What beliefs are these fears based on? Does personal experience inform these fears?
- **The faeces issue/the test itself:** what is problematic about the test? Can you explain what bothered you the most about the test?
- **Not wanting to know/not tempting fate:** probe on what beliefs, experiences underlie these views.
- **Other:** (for example instructions unclear/do not believe screening to be effective) probe any other reason given for full explanation, what had informed these opinions.

3) How quickly did you decide you were not going to take part? Did you know straightaway or think about it for a while? If it was the letter, what did you think of it?

4) Could something about the invitation letter or information have been done differently that might have made you think again about taking part? More generally is there anything that might change your mind about taking part in bowel cancer screening?

- Probe for thoughts about the interventions we are developing: what do participants think about endorsement by their GP? What do participants think about the alternative presentation of information in both the GIST and the narrative forms?

5) Did anyone talk about being invited to do bowel cancer screening, or about whether or not to take part with anyone else? Has anyone talked about bowel cancer or screening with you?

- Previous research has found that both cancer and the bowel are 'private matters' that are not for discussion. Do participants report discussions about the invitation with either family, partners, or their GP – what influence did these discussions have? What are the beliefs and views underlying why such topics are not talked about? Are these topics difficult to talk about in a focus group? (Particularly interesting to see if there are gender differences)

6) What did you think about the bowel cancer screening test itself?

- Previous research finds that some people find the test instructions unclear, and others are off put by the fact that it is a faecal test. Do participants identify problems with the test itself, and what particular things about the test stop people from taking part?

7) What do you think about screening generally?

- Previous research finds that a number on non-participants in screening are nonetheless very positive about screening in general. How do they account for this apparent contradiction? Other research has found non-uptakers to hold negative views about screening and about medical advice generally. How do these participants perceive screening and what beliefs are these perceptions based on? Is screening regarded as a valuable activity? Have they been screened for anything before esp women?

8) Does anyone have anything else they would like to raise that hasn't been talked about or anything that has come up that anyone would like to talk about further?

Closing the group

- Thank everyone and reassure about confidentiality. Remind that participants can contact the research team if they have any questions later on. We will send a summary of the results of our study to those of you who indicated on the consent form that you would like one. Or you can contact us if you'd like a summary
- Provide number for bowel cancer screening programme in case any participants have changed their mind about taking part in screening or would like further information (0800 707 60 60)
- Speak to GP if discussion has raised any concerns
- Give everyone their £20 inconvenience payment and make sure they sign on receipt.
- Provide copies of information materials?